

WHAT IS CLAIMED IS:

1. A flexible pouch containing a flowable product, comprising:

a front pouch wall joined to a rear pouch wall along opposite side edges and along a bottom edge;

said front pouch wall, when flat, having a first width at a first level above said bottom edge and concave or oblique opposite sides between said first level and said bottom edge such that a width of said front pouch wall progressively decreases below said first level, at least down to a second level, so that, when said pouch containing said flowable product is set down bottom edge first on a flat surface, said sides between said first level and said bottom edge collapse to provide a stable basal platform for said pouch.

2. The pouch of claim 1 wherein a width of said front pouch wall, when flat, at said bottom edge is less than said first width.

3. The pouch of claim 2 wherein said first width is a maximum width of said front pouch wall, when flat.

4. The pouch of claim 1 wherein said front pouch wall is sealed to said rear pouch wall along said opposite side edges.

5. The pouch of claim 1 wherein each of said opposite sides below said first level defines a concave radius.

6. The pouch of claim 5 wherein said radius is less than about 1.5" (3.8 cm).

7. The pouch of claim 1 wherein, when said front pouch wall is flat, each of said opposite sides defines a first linear section between said first level and said second level and a second linear section between said second level and said bottom edge such that said front pouch wall is narrower at said second level than at either said first level or said bottom edge.

8. The pouch of claim 1 wherein each of said opposite sides is linear such that said front pouch wall, when flat, tapers from said first level to said bottom edge.

9. The pouch of claim 1 wherein, when said front pouch wall is flat, the distance between said bottom and said first level is about 27% to 30% of said first width.
10. The pouch of claim 9 wherein a distance between an edge of said front pouch wall, when flat, at said first level and an edge of said front pouch wall at said bottom, measured along said first level is about 65% to 70% of said distance between said bottom and said first level.
11. The pouch of claim 1 wherein said flowable product is a fluid.
12. The pouch of claim 1 wherein said front pouch wall and said rear pouch wall are configured to define a narrow neck and an enlarged head.
13. The pouch of claim 12 wherein, at each side, said neck meets said head at a corner so as to provide a tear point to facilitate separation of said head from said neck.
14. The pouch of claim 12 wherein, with said front pouch wall flat, said head has a first width at said neck and convex or oblique opposite sides between said neck and a top of said pouch such that a width of said front pouch wall progressively increases above said neck, at least up to a level between said neck and said top.
15. The pouch of claim 14 wherein each of said sides at said head is a mirror image of each of said sides between said first level and said bottom.
16. The pouch of claim 1 wherein said pouch is formed of plastic.
17. A fluid filled flexible plastic pouch comprising:  
a front pouch wall joined to a rear pouch wall along opposite side edges and along a bottom edge;  
said front pouch wall, when flat, having a maximum width at a level above said bottom edge and concave or oblique opposed side edges between said level and said bottom edge.